



# SPOTLIGHT ON MARKETING ALUMNI

Retail and Merchandise Management

Digital Marketing



Graduate School



EXPLORE  
**MARKETING**

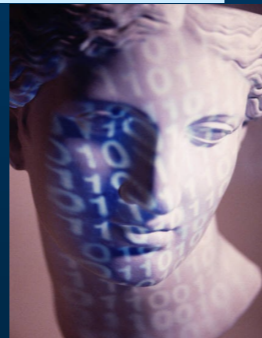


Consultative Selling



Brand/Product Management

Research



Sports Marketing



Marketing Analytics



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**Carl Asher ('01)**  
*Associate Marketing Director*  
**Kimberly-Clark**  
Atlanta, GA  
Brand/Product Management

### Professional Life

#### What my job entails

Brand Strategy & Positioning, Integrated Marketing Planning, Business Strategy Development, Innovation & Product Portfolio Management, P&L Management, Channel Strategy, Sales & Operations Planning, Trade Fund & A&P Planning and Allocation

#### My first job out of college

Inside Sales Executive, PostNewsweek Tech Media—ad and event sales for a media company focused on the government IT industry

#### How I found my first job

Through online applications. Right after school, I worked odd jobs for two years after returning home.

#### How I got to my current position

I switched from Advertising to Marketing, facilitated by getting my MBA at Penn State and embarked on a Brand Management career path which exposed me to the CPG industry and specifically a lot of retail experience, which made me a strong candidate for my current job.

#### Internships

Undergraduate- Hecht's/May Company-Arlington, VA; Bozell, New York, NY; McCann-Erickson, New York, NY  
MBA - Diageo, New York, NY

### College Life

#### Additional Major

Advertising

#### Extracurricular Activities and Leadership Roles

Boxing Club, African Students Association

#### Memorable or helpful Marketing courses

A lot of good Advertising classes, also some good Media classes looking at the affects of media on culture. Marketing Analytics classes - I should have paid more attention, it's a big field now. Marketing Research class was awesome, it made me consider a Consumer Insights career path, very sociological in its approach.

#### Being a Marketing major was...

A great balance to the more creative courses I was taking in the College of Communications. The core courses made me feel more secure about my future career as it felt sound and grounded.

#### One thing I wish I knew when I was a Marketing major...

Pay more attention to the Finance courses, no matter what anyone tells you, if you want to advance in your career, you have to know this stuff! Take more than just the required Finance courses, what's most important at this stage is exposure, not necessarily your performance in courses.



**Brendon O'Donovan**  
( '05)

**Senior Manager, Product Marketing**

**Clarabridge**

**Washington D.C.**

**Brand/Product Management**

### Professional Life

#### What my job entails

Sales enablement, strategic product messaging and positioning, competitive analysis, sales training, analyst relations, product pricing and profitability, go-to-market strategy and execution.

#### My first job out of college

Sales Consultant, Ferguson Enterprise. Ferguson is a Bath and Kitchen wholesaler with a global presence. I was recruited into the Washington D.C. region straight from PSU. As a consultant, I was responsible for specifying materials for high-end residential new construction and remodels. After specifying, I had sales quotas to meet and would sell materials either directly to home-owners or to trade professionals (contractors, plumbers, etc.).

#### How I found my first job

My first job was found through PSMA. I was involved with the Ferguson recruitment team to hold events on campus for the PSMA members. Through this relationship, I was invited to an interview and eventually accepted the position.

#### How I got to my current position

After Ferguson, I moved into software sales at Vocus, a provider of Public Relations software to mid-market organizations globally. I took a position as an Account Executive where I managed a book of about 100 accounts and was responsible for renewing their software subscription and up-selling/cross-selling carrying a quota for both renewal dollars and up-sell value. I maintained this position for about four years and I was able to leverage my knowledge of the company, product, marketplace and customers and moved into Product Marketing at Vocus. As the Product Marketing Manager at Vocus, I set up and owned the messaging

frameworks for our products, managed cross-functional launch teams, and sales enablement. While at this position, I completed my MBA from Duke University and was subsequently promoted to Senior Manager. I moved to Clarabridge in 2014 and currently own Pricing and Profitability of our complete product lines, all market aspects of our social and content products and all competitive intelligence.

#### Internships

PNC Bank - summer internship  
Teller/Ground Force (Small automotive aftermarket company) - New product development internship

#### What I look for when recruiting

Aptitude. I'm most concerned with how you think, and your application of what you've learned in marketing to what we do. For instance, how do you apply what you learned from consumer behavior and marketing strategy to launch a campaign or a product? How would you overcome obstacles that are in your way? I want to see that you have an interest in what we do and that you're hungry.

### College Life

#### Minor

International Business

#### My involvement in PSMA

I was very active in PSMA and held the Director of Professional Development board position from 2004-2005.

#### Memorable or helpful Marketing courses

Consumer Behavior, Marketing Research and Marketing Strategy.

#### Every Marketing major should...

Network, network, and network. Alumni are your connection to information and experience. Find where your skills meet your interests. Find the industries that you find interesting. Look outside the Fortune 500. Actively seek out opportunities to expand your functional skill set in digital: play with some coding, master Excel, learn design fundamentals, and most of all - pay attention in Finance and Accounting...marketing is all about numbers it can, and will help you differentiate yourself.

#### One thing I wish I knew when I was a Marketing major...

Marketing is more than brand management or merchandising. Sales gives you invaluable insight into customer needs, messaging and firm operations. I wish I would have understood how varied marketing can be across industries, organizations and even individual companies.



**Christina Mahally**  
(’08)

**Global Product Line Manager**  
**The Dow Chemical**  
**Company**  
Philadelphia, PA  
Brand/Product Management

## Professional Life

### What my job entails

As a Global Product Line Manager for Dow’s Pharma & Food Solutions Business, my job is to maximize the two core value centers within the business, METHOCEL™ and POLYOX™. I work actively with our global market segment teams across the Pharma, Food and Industrial segments to understand our business strategy within each segment and ensure that we are well aligned to deliver our business goals.

### My first job out of college

As a business to business account manager launched through Dow’s Commercial Develop Program (CDP). As an account manager I worked closely with customers in various markets (Flavor and Fragrances, Paints, Coatings, Adhesives among others) to understand their business goals, application requirements, and market environment. In turn, I would bring Dow solutions to my customers to add value to their operations with an existing product technology or for a new offering. I authored an account plan for each of my customers and interfaced with the various functions that made up my account team: Marketing, Supply Chain, Finance, Legal and Customer Service.

### How I found my first job

I found my first job through a tailgate that PSMA had organized with a corporate partner – now my current employer – Dow. I signed up to help coordinate with the recruiters who were visiting from Dow. I knew nothing about the company but had recently been involved with a project related to the learning factory with the engineering college. I had a brief discussion with one of the recruiters who, as it turned out, was looking for prospective undergrads with either a Marketing or Engineering discipline and was very knowledgeable about the Learning Factory. Sunday after the game I had an email from the recruiter asking me to lunch which

turned into three rounds of interviews and me joining Dow full-time through their Commercial Development Program (CDP) one month after graduation.

### How I got to my current position

I landed my current position by establishing a solid brand at Dow within previous roles and utilizing my professional sponsor network within Dow. As you start your career post graduation you are developing your personal brand 24/7. That brand will grow as you grow and establish your professional credibility as well as expand as you gain additional skill sets. This is critical to keep in mind and can help immensely as you are looking to grow within your current role or look for additional opportunities. I have also found the invaluable power of a sponsor. This is different than a mentor, as a sponsor is someone who will endorse your brand and will help you achieve your career goals – proactively. Each of the roles I’ve gotten within Dow are due to my professional sponsors and networking.

### What I look for when recruiting

I look for well-rounded, self-motivated students with strong interpersonal skills who model Dow’s core values, and who I think would be successful representing our company and managing customer relationships. I look at academic performance, experience gained through past internships and their leadership experience through extracurricular activities.

## College Life

### Extracurricular activities and leadership Roles

I was very involved with PSMA and THON. I was on various committees for PSMA from freshman through junior year. During my junior year, I was fortunate to land a place on the board leading PSMA’s Marketing Research and Consulting Committee. I followed a similar routine for THON being involved with Rules and Regulations and Hospitality freshman through -junior year and then had the opportunity to lead a Hospitality Team as a Captain my senior year. I was also involved with the marketing department at Penn State and held a TA position my senior year for a former professor for Marketing Research.

### One thing I wish I knew when I was a Marketing major...

You will not land the Brand Marketing role immediately out of school. Most opportunities are sales related but more companies are also creating smaller, more targeted marketing roles as well. This was a rude awakening for me, but it led me to an opportunity that I never thought I would love and enjoy as much as I did.



### Frank Macinsky ('09)

*Director of Marketing*

#### **Thread**

**Pittsburgh, PA and Port-au-Prince, Haiti**

**Brand/Product Management**

### Professional Life

#### **What my job entails**

Managing company brand, marketing and communication activities/budget, creative director, business development.

#### **My first job out of college**

Business Development Associate at a boutique ad agency in Pittsburgh

#### **How I got to my current position**

I helped make it. I was unsure of which industry I wanted to be my career, I found a job at a small advertising agency. The variety of clients allowed me to experience the marketing and communications challenges within a number of industries. The small size of the agency exposed me to most, if not all, of the workload needed to complete agency work. After a few years, a co-worker and I assembled a team to create a business that turns plastic trash in Haiti into fabric. My work at a startup has been heavily influenced by the broad industry knowledge and holistic advertising skill-sets developed early in my career.

#### **Internships**

Marketing Intern, Penn State Basketball (2007-2008)

Accounting & Accounts Receivable Intern, Healthcare Staffing (2008)

#### **What I look for when recruiting**

Someone who measures their work experience by goal-oriented results and accomplishments, not responsibilities. For instance, a resume that says "Grew company Facebook account 20% in 3 months as part of X team." is much better than on that says "Responsible for company social media activity". Even if a recruit has fallen short of goals, the awareness of failure is a building block towards success.

### College Life

#### **Extracurricular Activities and Leadership Roles**

PSU Snowboard Club, Penn State Marketing Association, Lion Ambassadors and Senior Honors Society

#### **Every Marketing major should...**

Take one or two really difficult courses in another business field (400-level Supply Chain or Finance). Take one or two really difficult courses in another college (300-level History, Astrophysics, whatever). Do valuable things outside of the classroom.

#### **Memorable or helpful Marketing courses**

MKTG 330 Consumer Behavior, MKTG 342 Marketing Research, MKTG 445 Global Marketing

#### **One thing I wish I knew when I was a Marketing major...**

Marketing is a discipline that evolves as quickly as humans evolve, only faster. Build a solid foundation in the principles that don't (or rarely) change and learn how to spot and immerse yourself in trends, while weeding out fads.

#### **Other advice for current Marketing majors**

Do stuff. Start a small business one summer and see how it goes. Design your own website. Volunteer somewhere and do market research. Fail at something. Fail again. The more real-life experience you can add to your classroom knowledge, the better.

#### **Anything else about me**

Being glued to a computer has solidified my love to travel and challenge myself to physical challenges. Recently, I have spent time in a few Nordic countries (the exact opposite of Haiti) and, as the weather warms up, I'll be training for a few distance races. I also spend a ton of time with my dog, Winnie. Plus, I do a little freelance design/web development to keep my skills sharp and my mind open.



### Greg Robinson ('12)

Head of Media Strategy

### College Ave Student Loans

Philadelphia, PA

Brand/Product Management

## Professional Life

### What my job entails

The best way to explain my job is marketing strategy, with specific focus on brand and product. I'm in a start-up environment, so it's common to get pulled in many different directions depending on what day it is.

### My first job out of college

My first job out of college was an 18-month leadership development program with eBay. During this program, I rotated through three different departments, taking on different responsibilities and learning all sides of the business. My three rotations were performance marketing, project management, and marketing analytics. Upon completion of the program, I stayed in the analytics department in a marketing analytics and strategy role. Within this role, I analyzed digital marketing portfolios to determine the optimal investment strategies. Having the opportunity to go through a development program was extremely beneficial, and I would highly recommend undergrads explore similar programs.

### How I found my first job

I found my first job through Nittany Lion Career Network, but after extensive networking. Even once you land a job you should never stop networking.

### How I got to my current position

It sounds cliché, but I got to my current position by working hard and putting in the time right from the start. The most important thing when starting out is to act like a sponge. Take every experience as an opportunity to soak up knowledge and skills. By doing so, you can establish a really strong foundation and continue to build as you gain more and more experience. I attribute a lot of this to the

development program I went through because during my three rotations I was thrown into the fire and learned a lot in a short amount of time before going onto my next rotation. In addition to constantly learning, you also cannot be afraid to make an impact. Just because you are young and/or new doesn't mean you can't make significant contributions. You'll set yourself up for greater opportunities by doing so. Last but not least, never stop networking; it's a small world.

### Internships

Kwik Goal - Marketing  
Penn State Athletics Basketball/Baseball - Marketing  
Bryce Jordan Center - Sponsorships  
CollegeIQ (start-up) - Lead Marketing Manager

## College Life

### Additional Major

Advertising

### Memorable or helpful Marketing courses

Consumer Behavior, Marketing Strategy (case-study course), Capstone (business simulation)

### Extracurricular activities and leadership roles

Mortar Board National Honor Society  
Media Research Project Assistant  
Penn State Marketing Association  
Tri-State Thon Group  
PSU Club Soccer League

### Being a Marketing major was...

An excellent decision. The coursework associated with a business degree at Penn State is very diverse, so you still build a solid foundation in business while concentrating on marketing. There are so many different avenues you can take with a marketing degree, especially when you have an overall understanding of business.

### Other advice for current marketing majors

Never stop learning. Coursework is only one small piece of the equation. Study the industry. Network. Talk to people. Explore opportunities. Expose yourself. But also don't forget about coursework. Some people say "it's not about what you know but who you know." There's definitely some validity to that, but when push comes to shove, you better know what you're doing.



**Melanie Versaw ('12)**

**Marketing Specialist**

**Ingersoll Rand**

**Charlotte, NC**

**Brand/Product Management**

### Professional Life

#### What my job entails

A little bit of everything. At this point I am in a role that has me as a "jack of all trades" as far as marketing goes. Here are a few of the things I have worked on in this position:

- Create business cases, guidelines, and content for two major distributor promotions
- Create engaging content to support product launches, including: website updates, brochures, advertisements, and contests
- Generate and manage the digital experience by conducting SEO updates via BrightEdge technology, managing PPC campaigns across several product lines
- Organize and execute yearly advertising plan by selecting targeted mediums, collaborating with creative agency to choose campaign theme, managing all relationships with the publications, and tracking the effectiveness of each medium
- Enhance brand awareness by producing display stand for distributors' product showcases, sending out weekly communications, and creating customer challenge

#### My first job out of college

I went into Ingersoll Rand's Accelerated Development Program. I worked in Carmel, IN for a year as a marketing specialist and then moved down to Davidson, NC for a portfolio management role. These development programs are AWESOME for figuring out what part of marketing you want to pursue. For example, I learned that I enjoy marketing roles more than product management roles. I also learned that I have a passion for digital marketing, so I am focusing on pursuing more of a digital role for my next move within the company.

#### How I found my first job

I placed my resume on SmealConnect in my sophomore year and was contacted by an Ingersoll Rand recruiter. I accepted the internship my sophomore year, did a second internship my junior year, and then had my full-time offer before my senior year started.

#### What I look for when recruiting

LEADERSHIP. If you participate in clubs but don't hold any leadership roles, I am going to question your legitimacy. Also, please be prepared when coming to talk to me. I realize Ingersoll Rand isn't as popular as some of the other well-known companies that come to Penn State to recruit, but if I ask you what my company does, please tell me SOMETHING (ex: "I don't know everything about Ingersoll Rand, but I know you are a large manufacturing company that makes power tools & air compressors).

### College Life

#### Additional Major

Advertising

#### My involvement in PSMA

I started out going to each committee meeting my freshman & sophomore year. I worked my way up to be the Entertainment Committee Manager my junior year, and I LOVED it. I also served as CIO for a semester my junior year while I was abroad.

#### Being a Marketing major was...

A great opportunity at Penn State. There are so many people who are willing to help you get to where you want to be. Marketing is a great major for those of you who need a creative outlet, but still enjoy the idea of working in a corporate environment.

#### Every Marketing major should...

Try to get an internship your sophomore year. Even if you have to approach a local business and "make up" your own marketing internship by integrating a social media plan for them or coordinating local events. It's all about getting experience, so put yourself out there!

#### One thing I wish I knew when I was a Marketing major...

EXCEL, MORE EXCEL. Please learn how to make pivot tables and do v-lookups, so you don't end up looking like a complete idiot your first day on the job!

#### Other advice for current Marketing majors

Have fun! These are the best years of your life. I know that sounds so cliché, but it is 150% true. Spend time with your friends. Get some good work experience. Enjoy everything Penn State has to offer!





**Devin Weakland ('13)**  
**Associate Brand Manager**  
**Unilever**  
 Englewood Cliffs, NJ  
 Brand/Product Management

**Professional Life**

**What my job entails**

Develop brand go-to-market strategies by launching innovative products, creating engaging marketing campaigns, and analyzing in-market trends.

**How I found my first job**

Through Penn State Fall Career Days

**How I got to my current position**

Brand Management Intern, Altria —I completed this internship during the summer before my senior year at Penn State, and is the reason that I am working with the world's greatest brands at Unilever today. This internship exposed me to the creative, yet analytical world of brand management, and is what made my resume relevant to the Unilever recruiters at the Penn State Fall Career Days. Undergraduate brand management experiences are somewhat rare, so I took advantage of this opportunity, and it has definitely paid off.

Field Sales Analyst, Value Team at Unilever—This was my first role out of college and it was great because, as a sales analyst, I gained a deep understanding of the foundation of Unilever's business--retail channels. I supported our Value Team, which covers Family Dollar & Dollar General. I learned the value of quickly analyzing sales trends to course correct business tactics in real time and win in the marketplace against competitors. I also completed a short field sales representative stint, where I called on 30+ stores in the metro-Charlotte area, implementing on-shelf availability and executing in-store communications. While this wasn't my 'dream job,' it's one of the best decisions I've made for my career because field sales experience is incredibly valued in brand marketing because it makes your brand plans super sharp, executable and successful. It was also fun to live in and explore a new city! Biggest pieces of advice: Get diverse marketing

experience early, whether that's the function you work in (field sales, internal sales, marketing insights, brand management, etc.) , the city you live in, or the type of projects you work on. This will open limitless opportunities for you as you move through your career and become qualified for a wealth of roles. Also, be open to different possibilities that you might not have considered for yourself professionally. As a PA native interested in living in the NYC area, I never saw myself living in Charlotte, NC working in sales. But this role enabled me to shortly be promoted, move to Unilever's North America headquarters, and working on some of the most amazing brands, like Dove!

**Internships**

Brand Management Intern, Marlboro Red Team, Altria (Richmond, VA): Examined brand personality of portfolio through consumer research to re-position the brand to better resonate with target consumer. Developed new product packaging designs that fit with new positioning. Analyzed historical sales data to develop a targeted launch strategy.

Undergraduate Admissions Office Social Networking Intern (University Park): Collaborated with the marketing and recruitment team to produce text, photo and video content for Facebook, Twitter, YouTube and student blogs.

**College Life**

**Additional Major and Minor**

B.A. Journalism and International Business minor

**Extracurricular activities and leadership Roles**

President, Schreyer Honors College Student Council 3rd Place Champions; USC Marshall International Case Competition; Springfield THON; Public Relations Chair, Penn State Marketing Association

**Memorable or helpful Marketing courses**

Integrated Communications, Consumer Behavior, and Global Marketing

**Every Marketing major should...**

Land a good summer internship. This will prepare you for real world marketing. Even if it doesn't turn out to be your dream job, it'll show you what you like and don't like, and, therefore, you'll lead a more informed full-time search senior year.

**One thing I wish I knew when I was a Marketing major...**

Options are truly limitless. You can choose a career that fits your interests, personality, and goals...anything from marketing research, to brand management, to advertising to consulting.



### Hillary Riden ('13)

**Product Specialist**

**Alpha Wire**

**New York City, NY**

**Brand/Product Management**

### Professional Life

#### What my job entails

Product line management, product training, market research, new product launches, and sales tool creation.

#### My first job out of college

I was a Marketing Specialist in charge of B2B Outbound Marketing at Belden in Indianapolis, IN. I managed blogs, social media and created an iPad application for our sales team.

#### How I found my first job

Through Career Fair!

#### How I got to my current position

I had two B2B internships during my time at PSU which I found at the career fairs on campus. Go to them! I started as a Marketing Communications intern at GE where I worked on SEO and catalog creation. This role lead me to another B2B internship working for Belden (one of the oldest companies in America). During this Marketing internship I worked for Belden's sub-division, Alpha Wire, in the product management department. After presenting my work to the senior leadership team, I was offered a position in Indianapolis, IN doing Outbound Marketing for the Industrial division. I spent about 9 months in this role, which was more on the digital marketing side of things, before coming back to Alpha Wire in product management to round off my marketing skills. The next role in my development plan is Marketing Communications Manager. Internships were critical to my success thus far. I know B2B marketing may not sound as prestigious or cool, but I love it. I'm always challenged to learn about the markets/products and have to be more creative when it comes to advertising to the customer (distributors).

I'd recommend for anyone entering a marketing career to hone their Microsoft Excel skills, keep up to date on marketing trends (especially with digital marketing), and to push your employer to challenge you and give you a diverse set of projects. I believe the key to success in marketing is to be as cross-functional as possible. Learn as much as you can about how each department functions and befriend your sales team!

#### Internships

Marketing Communications Intern at GE Inspection Technologies; Lewistown, PA  
Marketing Intern at Belden; Elizabeth, NJ

#### What I look for when recruiting

Someone who is charismatic and self-motivated to learn.

### College Life

#### Campus I started at

Altoona

#### Extracurricular activities and leadership roles

Ski Club and a member of independent THON organization. I was not an active member of PSMA, but attended as many events as possible for PSMA and Women in Business.

#### Memorable or helpful Marketing courses

Consumer Behavior and Advertising & Promotions

#### Being a Marketing major was...

The best of both worlds. Which worlds do you ask? The business world and the creative world.

#### Every Marketing major should...

Learn Microsoft Excel and keep up-to-date on digital marketing trends like social media, Google Adwords, etc.

#### One thing I wish I knew when I was a Marketing major...

I wish I knew how much I would need to know Microsoft Excel so I could have made it a priority to improve my skills.

#### Other advice for current Marketing majors

Internships! Get at least one! Additionally, keep an open mind to companies that don't have huge lines at the career fair. Sometimes you can get more attention and a more diverse set of projects at smaller companies.

#### Anything else about me

Outside of the daily 9-5 I enjoy cooking, painting, and writing. I stay active by participating in local club sports like kickball. It's important to have a good work/life balance.



### Rachel Saslaw ('14)

Marketing/Customer Development Management Trainee

**Unilever**

Chicago, IL

Brand/Product Management

## Professional Life

### What my job entails

Organization, strategic planning, posing new ways to see the same idea, collaboration, bias for action, and leadership.

### My first job out of college

A rotational program within Unilever as a Marketing/Customer Development Management Trainee. For three years, I rotate functionally and geographically to learn a breadth of knowledge about the opportunities in marketing and sales that Unilever offers. I get global experience and a chance to feel out different roles, since the field I'm in is very broad. After three years, I am eligible for a management position within the company. It is an accelerated program that allows me to move at a rapid pace, learn quickly, and position myself for a leadership role.

### How I found my first job

I had a few internships before I landed my full-time job. They ranged from a merchandising/procurement internship with Dylan's Candy Bar, to a finance internship with Ameriprise, to a brand strategy internship with a small firm in NYC called Siegel + Gale. All of these internships were crucial in my growth and knowledge of what I did and did not want to do post-graduation. It was helpful to try out industries and firms that I could confidently say I couldn't see myself doing full-time. Internships were crucial in exploring short-term what was out there and what my options were with a business degree.

### What I look for when recruiting

First and foremost, I look for someone who is real and down to earth. It is a real turn-off when I am approached by a robot who has a pitch completely memorized. Having a 30-second pitch is important in terms of knowing yourself and being able

to respond when someone says "tell me about yourself," but it is a tool that doesn't need to be fired away upon meeting a recruiter. I love to speak to candidates that I could see myself working with. They also need to highlight some of their personal achievements and aspects that set them from their peers. I love to know about global experiences that people have. Also, make sure you know the company well! The best advice I would give is to research the company ahead of time and understand their values upon speaking to a recruiter. It is always so impressive when a student brings up something that was recently in the news about my company. They already seem invested in the company. I want to make sure that a student would be a good fit and our values are aligned upon meeting him or her.

## College Life

### Minors

International Business and Spanish

### Being a Marketing major was...

Open-ended. It gave me a solid foundation to build my career and explore many options moving into my first full time position. Marketing never pigeon-holed me, and I found it to be effortless to cater my learnings from my degree to any job I was applying to. I had a strategic mindset with a creative edge, which is very attractive for employers.

### One thing I wish I knew when I was a Marketing major...

was that your degree does not define your career path. Your degree gives you a toolkit to position yourself to fit business needs in any setting. Marketing is also a very large spectrum, and there are many avenues within marketing worth exploring through internships and co-ops. I encourage any undergraduate to reach out to recent grads and conduct informational interviews about their corporate experiences. It will paint a fuller picture as to how marketing roles vary and where your interests and skills lie.

### Other advice for current Marketing majors

Feel free to branch out during your internship experiences. My diverse background set me apart from my peers who may have stuck within the marketing world during their internships. Internships are the only time you can essentially "test-drive" a career. It is a critical time for you to explore and figure out what you don't want as much as what you DO want. I was able to apply my finance and merchandising learnings to a brand role. We're always looking for someone who is unique and someone who could bring something new to the table.



**Ashley Tarriff Veli**  
(’14)

**Senior Analyst, Market EMERGE  
Rotational Program**

**Cardinal Health**

**Columbus, OH**

**Brand/Product Management**

### Professional Life

#### What my job entails

Leadership development program which entails three one-year roles in various areas of Marketing at Cardinal Health.

#### How I found my first job

I knew I was interested in working in Healthcare, so in addition to attending the Penn State Career Fair, I also applied on my own for a variety of internships during my Junior year. I was invited to join Cardinal Health as a Communications and Marketing intern. I really enjoyed my summer with the company, so I applied and interviewed for a spot in the EMERGE Marketing program. I received my offer at the beginning of my senior year. My first rotation was in Corporate Brand Strategy, where I was involved in managing brand perceptions and the launch of a new enterprise-wide brand strategy. My second rotation was in our Specialty Solutions division, which specializes in solutions for manufacturers of complex diseases and the providers who care for these patients. I am near the halfway point on my second rotation. After completing my third and final rotation, I will be invited to interview for a variety of available positions throughout the company.

#### How I got to my current position

My current position is my first job out of college. I joined the program at Cardinal Health immediately after graduation. The best thing about the program is that I get to rotate each year for three years to a different part of the company, all while focusing on Marketing as a specialty. Because Cardinal Health is such a large company with a diverse set of solutions, each rotation in this program is truly unique. I am currently in my second rotation within the program.

### Internships

Digital Marketing Intern at Columbia Records in NYC, 2012;  
Communications and Marketing Intern at Cardinal Health  
in Columbus, 2013

### College Life

#### Minor

Legal Environment of Business

#### Extracurricular activities and leadership roles

Penn State Mock Trial Association Smeal Innovation and  
Quality Team Global Business Brigades

#### Anything else about me

Despite living in the heart of Buckeye country, I still manage  
to come back to State College for as many football games as I  
can.

#### Memorable or helpful Marketing courses

Consumer Behavior - In my first role out of college, I was a  
part of a team that was implementing a new brand strategy.  
This course was endlessly helpful Business Marketing -  
Cardinal Health is mostly a B2B company, which creates  
Marketing complexities. This course helped me to  
understand how the approach to B2B Marketing activities  
should differ from those in a B2C space.

Marketing Strategy - Because Marketing isn't just arts and  
crafts and PowerPoints! Marketing is a strategic area of

focus, not only shaping customer perceptions but also  
filling the sales pipeline with qualified leads and guiding  
the strategy of a firm's offerings. A strategically-focused  
Marketing organization will utilize the concepts learned  
in this class every single day.

#### Every Marketing major should...

Find as many internship opportunities as they can. Not  
only is it invaluable experience and a gold star on your  
resume, but it also helps you determine what you want to  
do with your career. Sometimes, the most valuable  
internship experience is one where you come away saying  
"That's not exactly something I'd like to do in the future."  
These types of experiences help you narrow down your  
interests, pushing you one step closer to your dream  
career.

#### One thing I wish I knew when I was a Marketing major...

Marketing is an incredibly diverse field! You could work  
in Marketing your whole life but have 30 different careers.  
Not only is there diversity in the type of company or  
industry, but in the type of work as well. Within a single  
firm you could be involved in crafting a brand strategy,  
managing a product portfolio, redesigning the company  
website, marketing analytics to determine the ROI of sales  
activities, managing tradeshow and conference activities,  
etc. And with each of these different roles, you would still  
be in Marketing!



**Ashlynn Eidemiller**  
('14)  
**Assistant Brand Manager**  
**Johnson & Johnson**  
Arkansas  
Brand/Product Management

## Professional Life

### What my job entails

Analytics, strategy, marketing research, presentations, negotiations, cross functional communication

### How I found my first job

Career fairs - I went to every single one of them ever since I was a freshman. Got as much experience as I could when I was younger when I wasn't looking for anything else than to practice networking and by my senior year I graduated with five job offers.

### How I got to my current position

I worked in PR and Marketing for Turkey Hill Dairy which involved traveling, consumer interfacing, and building mini sampling campaigns; but ultimately it was a lot of day to day business acumen and was not what I was looking for. Next, I worked at Fong Strategy, a marketing research firm near PSU. I did a lot of raw research, coding, assembling presentations, environmental scans, and data compilation. Again, wasn't my dream to be chained to a desk with almost no people interaction. My final job was working for J&J through a marketing co-op. It was the most amazing experience and gave me faith again the I chose the right career path (which is why I am still here). My biggest piece of advice is try as many things as you possibly can for better or for worse because even through my negative experiences, I figured out who I was and what was important to me. I realized I didn't want to be in a plane traveling all the time being really far away from my family; I knew I love working with people and being a leader; I loved presenting and telling stories to get people excited; I liked building strategies and moving all the pieces around to get a full picture excited me and brought out my passion; I also knew I loved numbers but in the sense that I like understanding the

numbers and again telling a story from it; I also know I am a little messy and I couldn't have a job where if I made a tiny mistake I would throw the whole system off and finally; I also knew I wanted to be a mentor to other people and have that opportunity; and FINALLY I loved the idea of "the win" or "the kill" as in I enjoyed the psychology behind business. I wanted to understand people, what motivates them and adapt my approach to sell something in. It was like getting a goal in sports or a having big performance in a play. I knew that I was the kind of person who needed an adrenalin rush and that's why I love my job. Long story short is that you need to take notes throughout your life and you need to take time to think before you decide on a path. Think about who you are and what motivates you and it will help you understand what your calling is. Mine happened to be marketing. I got my job because I came to work every day passionate about what I did, who I was working with and how I got it done (as in how I chose to interact with people). People could see how much I was enjoying myself but also that I was willing to go above and beyond for this job and others around me. My personality just lines up with what this company stands for and it was just the right fit for me.

## College Life

### Additional Major

Psychology

### Memorable or helpful Marketing courses

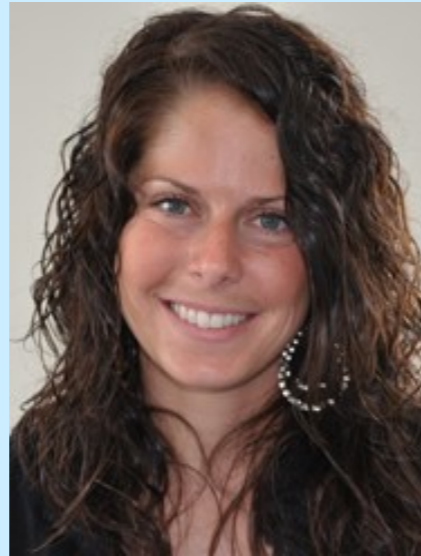
Consumer Behavior was probably my most impactful class and I also really liked Psychology courses. Due to scheduling nightmares because of my co-op I ended up in a lot of classes that I wouldn't have otherwise chosen but it was all that was left. I think my best learning experiences happened on the job and through my leadership positions in various groups I was in.

### Being a Marketing major was...

To be honest my experience was really interesting because I wasn't in a great position to choose what I wanted in Marketing because of my co-op. I fell a full semester behind which was unfortunate. To be fair, my best marketing experience was through my co-op so it all worked out. I will say the few classes I did take really challenged my thinking, I enjoyed group project work, and I enjoyed presentations.

### One thing I wish I knew when I was a Marketing major...

I wish I knew the difference between Brand Management, Sales (B2B vs. B2C), Agency Jobs and Marketing Research. I didn't feel like I got the full picture of everything again because of how my classes panned out. I am the kind of person who likes to know all my options before I make a choice.



### Heather Estes ('04)

Director of Creative Strategy

### Deeplocal

Pittsburgh, PA

Digital Marketing

### Professional Life

#### What my job entails

New Business, Marketing, Strategy, Creative, Copywriting

#### My first job out of college

Outside Sales at Nielsen Media Research, Pittsburgh, PA. My job was to travel to and sign up the homes that were selected to be in Nielsen's national television ratings sample. My territory included parts of Pennsylvania, Ohio, and West Virginia. It was a position I never dreamed I would be in and while I knew it wouldn't be my life's career, I did learn a lot. I worked from home and managed my own schedule, so I learned to be independently motivated; no one was checking in on me daily. I learned how to adapt my sales message to a wide variety of people and to think on my feet. I moved up quickly within the organization—from sales rep to trainer within a year, and in my second year, I was up for a promotion to regional sales manager. Ultimately, I was offered a position (which I accepted) at a Carnegie University spin-out publishing start-up called College Prowler (now Niche.com) to become their Director of New Business.

#### How I found my first job

Monster.com...I had to Google it just now to see if it even still exists (it does).

#### How I got to my current position

I was proactively contacted by College Prowler's CEO, who had come across my resume in Penn State's Resume Book. Accepting the position at College Prowler was a great decision for me. Working at a small start-up afforded me opportunities that I never would have received at a larger corporation. For example, I created a program to sell advertising space on College Prowler's website and worked with the CEO to reshape their business plan. It was enormously rewarding to positively

impact their business. I left College Prowler to join a team of four engineers at Deeplocal, which is where I currently work. In my first year at Deeplocal, our company went from being a tiny Pittsburgh-known start-up to a globally recognized production company. We earned this global recognition when we created a first-of-its kind advertising campaign called Nike Chalkbot. The Nike Chalkbot was a tweet-fed, chalk-spraying robot that took messages of hope and inspiration about cancer survival (submitted by people across the globe) and printed them on the roads of the Tour de France, in front of the riders. The Chalkbot then took a photo of the individual message, attached GPS coordinates of where it printed in France, and sent the composite image back to the original submitter. Nike Chalkbot swept advertising industry award shows, winning the Grand Prix at Cannes Lions, and being named one of the Top 10 Digital Campaigns of the Decade. Deeplocal now works directly with some of the best brands in the world, including Nike, Netflix, Google, and Old Navy. I'm on the executive team and run the Account and Strategy departments.

#### What I look for when recruiting

For entry-level: An authentic, well-written cover letter; A strong GPA; Good internship experience; Active involvement in extracurricular activities.

### College Life

#### Minor

English

#### Being a Marketing major was...

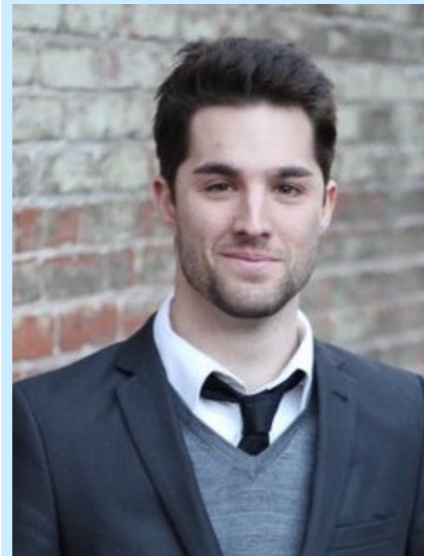
A good choice for me. Being active in extracurricular activities, maintaining a strong GPA, and entering Schreyer Honors College were also factors that contributed to later success. Combining it with a writing-intensive English minor was also one of the best decisions I made during college. Regardless what job you end up doing after college, it'll probably include some writing.

#### Other advice for current Marketing majors

Don't submit generic cover letters to employers. Research the company and the position. Know why you want to work there and what makes you unique. Write an authentic cover letter in your own tone of voice. If you really want the job, write each cover letter from scratch.

#### One thing I wish I knew when I was a Marketing major...

I wish I knew about opportunities at start-up companies.



**David Clavens ('10)**  
*Product Marketing Manager*  
**Google**  
 Mountain View, CA  
 Digital Marketing

### Professional Life

#### What my job entails

Product Marketing for Google Domains

#### My first job out of college

I found my first job being an Ad Sales at Google through personal networking. And I later transitioned into Marketing.

#### Internships

American Eagle, Global Strategies Inc.

### College Life

#### Every Marketing major should...

Get a grounding in digital marketing.

#### Being a marketing major was...

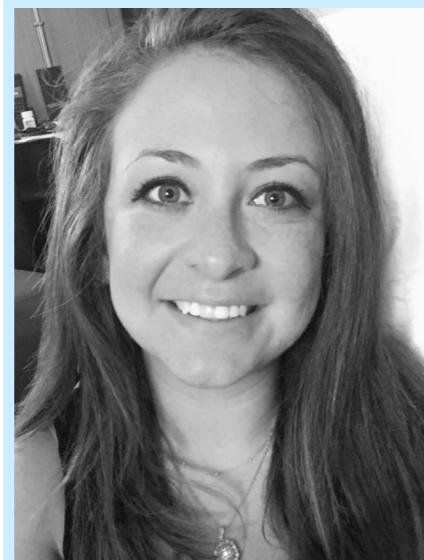
A flexible way to dabble in all aspects of business while staying true to my entrepreneurial and creative leanings.

#### One thing I wish I knew when I was a Marketing major...

Deeper insights into how actual marketing was done across Tech and CPG.

#### Other advice for current marketing students

Get involved with marketing outside of the classroom. Make sure it is really your calling before you commit to it. The job market is too competitive to be 50% into what you're doing.



**Ally Greer ('12)**  
*Content Marketing Manager*  
**6sense Insights**  
 San Francisco, CA  
 Digital Marketing

### Professional Life

#### What my job entails

Content marketing strategy and implementation.

#### My first job out of college

My first job out of college was a community manager position at Scoop.it, a San Francisco-based startup with whom I interned during my senior year through a program called Intrax. The position entailed a lot of social media work, as well as customer support and content marketing activities. I moved to San Francisco for this position about three weeks after graduating, not knowing anyone at all. I ended up staying at Scoop.it for three more years before I decided to move onto 6sense. It was an extremely unique experience to be a part of a company at the very bottom and truly make an impact with everything I did each day.

#### How I found my first job

I found my first job through an internship that I secured via Intrax, an agency that I discovered at a Smeal Study Abroad fair.

#### How I got to my current position

During my three years at Scoop.it after college, I was promoted from community manager to director of community & content. It helped that I was a part of a very small team and very dedicated to taking initiative and learning new things on my own that would help me with my job. After building somewhat of a name for myself in the community and content industries, I ended up being approached by other companies when it was time to make a change, rather than having to search. It felt kind of great!



### Kara Jewell ('14)

**Strategy & Analytics Consultant  
for Interactive Experience and  
Mobile**

**IBM**

**New York City, NY**

**Digital Marketing**

## Professional Life

### What my job entails

Advising clients on strategy and transformation in the interactive experience and mobile space.

### How I got to my current position

I began a career in consulting on October 2014. My past work experiences primarily pertain to the retail industry, management, and media and entertainment. These include working at Nordstrom and Macy's, an Orthopedic practice, Clear Channel Communications, and Rivera One during the Cannes Film Festival. These internships and jobs have been enriched through many leadership opportunities while being a student at Pennsylvania State University.

### What I learned about applying for jobs

**Getting the interview** Be specific when talking to recruiters. Know the opportunities that they are recruiting specifically and speak to why you are a fit for THAT role. If they are not recruiting for a role you want, you can mention an interest in this role and ask if they recruit or could refer you to appropriate recruiter.

**The interview** When given a behavioral interview, don't forget to answer the question FULLY using the STARR Model (Situation, Task, Action, Result, Reflect). You should know what's going on at the company....maybe the CEO just did the Q4 report to shareholders. I always do a Google news search for the company and the industry as a whole. Be honest and speak to the skills and experiences you have that are relevant to the role but also what you could bring that is different. Listen to the interviewer and pick up on context clues.

I recently helped with interviews here at IBM and some of the feedback was that when interviewees were asked to walk through their resumes, they went on way

too long. Think of a walk through like an extended elevator pitch. Be confident, but not arrogant. A manager of mine gave me great advice on being nervous during an interview. He told me that the interviewer WANTS to like you and see you as a fit. It makes THEIR job that much easier. Going into an interview with that mind set is a lot less intimidating. Granted, they still will test your knowledge so be over-prepared.

**"Ask for the job"** No one gets anything without expressing interest. Make them know that you want this job, that you're committed to the companies values and to the position. Companies often get rated on their acceptance rate from recruits, so them knowing you are very interested increases the chances of an offer.

**After the interview** Always ask for business card or at the least how to best contact them in the future. Say thank you! This is critical. Don't wait more than two days. The thank you note should include relevant details about your interview. REMIND them why you are a fit and any conversation that was a differentiator. Sometimes for me this may include a skill, reason I am a fit and then something more personal that came up during the interview. Also, I think a best practice is to have an Excel document with each company you have spoken with, the role, key contacts and a tracker for your communication with them. You never know where life will take you so maintain good relationships with every recruiter.

**In general** Be realistic...your first job may not be your dream job but you have to start somewhere. Focus on what you do well and do it better. Identify learning gaps and teach yourself necessary skills. Be happy that you chose Marketing! It is a great field to be in with many opportunities. Also, paying attention to your field of interest may be helpful when interviewing with companies as they all are also paying attention to this area of growth.

## College Life

### Additional Major

Public Relations

### How I met my closest friends at Penn State

Through Alpha Phi Sorority and THON Committee.

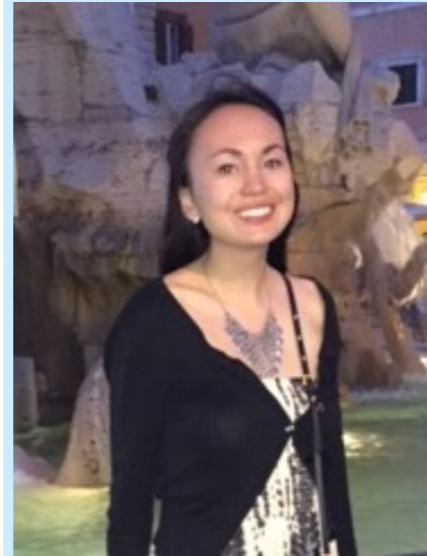
### Memorable or helpful Marketing courses

Marketing 330 and Marketing 445.

### One thing I wish I knew when I was a Marketing major...

There is SO much opportunity in the major. I almost changed to finance at a point not because of passion, but because of 'perception'. This is wrong. Be the person who changes this perception. Follow what companies are doing with marketing- innovation, transformation, digital, mobile, sales and think through what is going well, what could be improved and where industry/trends are going.





**Megan Leen ('15)**  
*Assistant Digital Media Planner*  
**ZenithOptimedia**  
New York City, NY  
Digital Marketing

## Professional Life

### What my job entails

Planning and buying digital media for JPMorgan Chase

### How I got to my current position

I led group projects, held a position in my sorority, and went to all relevant job fairs. I found this job at the Success in the City event held every year in New York City with the College of Communications. This is my first job out of college.

## College Life

### Minor

International Business

### Being a Marketing major was...

Challenging because of the group projects. However, throughout your career you will work on teams continuously so this is important experience.

### Every Marketing major should...

Also attend the communication school career fairs. Since our marketing fairs focus on sales and have no advertising companies, you could miss an opportunity. If I hadn't gone to the Success in the City event, I would not have the job I have today.

### Other advice for current Marketing majors

Don't be afraid to reach out to anyone you know to secure an interview (with taste of course). That could be the difference of you having a job. It is very important to put yourself out there in any way possible. Do not rely on online applications! Having an in person opportunity at a job fair is golden.





**Andy James ('03)**

**Sustainability Manager**

**New Pig**

**Course Author and Instructor**

**Penn State University**

**Warriors Mark, PA**

**Marketing Analytics**

reworking the catalog, to helping architect in-house workflow software to control customer-facing assets and messages efficiently. I came to the realization that sustainability was a tremendous opportunity for both our company and our brand, and I took on the position of Sustainability Manager, as well as Publisher of the Waste Minimization Forum and helping to lead our new sustainability grant initiative. It gave me a great opportunity to dig in, research and help frame new initiatives and ventures from literally the ground up. Taking a blank page and creating a new business concept is something I greatly enjoy. That's also why I am also writing BA 850, Sustainability Driven Innovation, here at Penn State. I love sustainability, I love branding and marketing, and I love education... and where those three loves converge is in this course and what I do every day at New Pig.

### College Life

**Campus I started at**

Altoona

**My involvement in PSMA**

I was a member as a student, and was invited back quite a few times to speak on my role as a brand researcher at the time. Little did I know that I would meet the woman who would later become my wife at a PSMA meeting!

### Professional Life

**What my job entails**

Versatility and drive. There are tremendous opportunities for growth and innovation right now. It requires a very entrepreneurial/intrepreneurial slant and being willing to create and destroy something in the same week for the sake of learning. As I write this, I am actively working in Adobe Illustrator, After Effects, Photoshop, a CSS code panel, a GIS suite, a microsite, and Google Adwords. Why? All to be able to quickly test a concept in the market and adapt quickly.

**My first job out of college**

As a Research Analyst with Olson Zaltman Associates, a small, cutting-edge research consultancy based out of Boston. I was one of their first hires at the time, and had the privilege of working with Jerry Olson (Professor Emeritus, Penn State University) and Gerald Zaltman (Professor Emeritus, Harvard University). Could not have asked for two more thoughtful, innovative mentors. In any given month, I could have been doing fieldwork to understand doctors 'thoughts and feelings on a healthy heart,' breaking apart the cues for a Super Bowl ad animatic, or creating a new visualization of a topic. I was there for seven years, and worked directly with some of the world's foremost brands, including Audi, Harley-Davidson, Pepperidge Farm, Miller Brewing... and a little industrial brand with a cult following, New Pig. My last role would be as Senior Research Manager and Director of Concept Development.

**How I got to my current position**

I left Olson Zaltman to become New Pig's first Brand Manager, which is a bit unique for a 25 year old company with a very powerful brand (I was lead researcher and analyst for their projects, so I knew first-hand!). I held that role for 5 years, and did everything from rebuilding the messaging and taxonomy for 4,200 products, to

**Every Marketing major should...**

Push themselves to become their own marketing unit, to understand not only the "whats" of marketing, but the "whys" and the "hows." For example, to do their job, every Brand Manager should be able to design and write ads. Until you go through the entire process yourself, you're not going to be as effective working with partners or ad agencies. It will not only give you a greater appreciation for the entire process, but it will allow you to create and manage more effectively.

**One thing I wish I knew when I was a Marketing major...**

How incredibly diverse the field is. There are many, many facets within Marketing, and you can make a living specializing in any given tiny niche. Or, you can do what I love, which is combining pieces of it all to become somewhat of a rogue marketer/designer/brand manager/entrepreneur, all in one!

**Other advice for current Marketing majors**

Don't even think about a "dream job" until you've gotten a "job"... I've known many people who thought they were going into a "temporary" position who have loved it and progressed tremendously, and vice versa. Get into an organization, look for opportunity, listen, and find a mentor.



**Melissa Schipke ('09)**

*Co-founder*

**Tassl**

**Camden, NJ**

**Marketing Analytics**

## Professional Life

### What my job entails

I am currently running my own technology company. We are in development, so I spend most of my time developing our products and go to market strategies.

### How I got to my current position

In May of 2014, I left Altria, finished my MBA from Rowan and started my own technology company developing mobile apps and software that measure user engagement.

### My first job out of college

I started my career with Altria Group as a Territory Sales Manager learning the ins and outs of B2B marketing and sales. I found my first job through networking with PSMA and the Corporate Associates.

## College Life

### Additional Major

Advertising

### My involvement in PSMA

I was actively involved as a member during freshman and sophomore years as a part of many of the different divisions. I also worked on the AMA Trade Show exhibit all four years of college. During my junior year I was the Vice President of PSMA, and President during my senior year.

### Every Marketing major should...

Master sales! Personal selling and selling products and services. Understand how to adjust your selling style to meet the needs of the customers.





**Stephanie H. Phillips**  
(’11)

**Senior Digital Analyst**

**Moxie**

**Atlanta, GA**

**Marketing Analytics**

### Professional Life

#### What my job entails

Pulling data from multiple data sources and compiling/cleaning it to be used informatively. From the data collection, I then create visualizations and create stories of performance. I report out to my client on what worked, what didn't work, while providing actionable insights on how to improve moving forward across all campaigns and site-side experiences.

#### My first job out of college

My first job was an internship for LivingSocial in Washington, DC. I think this is a great option for graduating students if they are looking to break into any industry they may not have direct experience in. Additionally, it was the introduction to analytics, a career path I found I really enjoyed and essentially was the building block for my career path to this day. I would not have known about these types of roles had it not been for this position. It was not the traditional marketing route that I thought I had to take and while scary signing up for only an internship, but I was able to have it roll into full time and got experiences and insights that I can't put a dollar price to. I would say to any graduating seniors that there is no shame in taking an internship following graduation. It is very difficult to find a full time role upon gradating, and sometimes when a door is closed, you must go through a window!

#### How I got to my current position

As the saying goes - it is "all who you know." Following my job at LivingSocial post graduation, I was laid off about a year into the role as the company was a startup. However, I set the foundation for the career path I was interested in. I got my toes wet in analytics during that time and knew I was really passionate about it. Also, knowing I was very curious about the advertising industry, I pursued a role within analytics and the advertising industry. I leverage LinkedIn and landed my first real

entry level position in analytics for an advertising agency called 22squared. I got the interview simply by messaging the hiring director through LinkedIn with a simple but sweet message "I think I'd be perfect for the role!" and with that, granted the interview and eventually hired. The role required me to move to Atlanta, and it ended up being the best decision I ever made. During my time at 22Squared, I became very close with my Vice President of analytics in addition to my direct boss. Fast forward two years, my Vice President of analytics took a role as the Senior Vice president of Analytics at Moxie, where my current role is with. Following her move, she quickly recruited and hired me at Moxie knowing my work and having gotten to know me personally for a few years prior. You just never know what doors will be opened to you or how "who you know" or "who you meet" will change the direction of your career path or life. Take all opportunities seriously - and use LinkedIn!

### College Life

#### Minors

International Business and Engineering Entrepreneurship

#### Extracurricular activities and leadership roles

Women in Business; THON committee member for all 4 years; Study abroad experience

#### Being a Marketing major was...

Awesome! Having a good knowledge base in business has really helped me navigate through my career and the fundamentals of how companies work. Additionally, I got exposure to other facets of business through this major (finance, accounting, supply chain, etc.) in addition to learning how to market brands. I think this is unique for the marketing major especially when finding jobs because essentially, the practice of looking for jobs is all how you market yourself! Fundamentally, you are selling your individual brand. Last but not least, marketing encompasses so many different types of marketing areas. There is a lot you can do with your degree versus be segmented into only one aspect of business.

#### One thing I wish I knew when I was a Marketing major...

There are virtually SO many different directions you can take. You just have to explore. But I wish I knew just how many different options there were with my degree. I also wish I knew prior to my graduating which career paths via marketing are considered "hot" or growing. I think it is also important when choosing majors to not only find one that you enjoy, but one that is also in demand with numerous opportunities available. Marketing analytics is the one I have found, but there is never a lack of career options!



**Brandy Cohn ('13)**  
**Business Analyst**  
**Deloitte Consulting**  
 Philadelphia, PA  
 Marketing Analytics

## Professional Life

### What my job entails

General Management Consulting. I am a business analyst, which is the entry level role for Deloitte Consulting's Strategy and Operations practice.

### How I found my first job

Applied on Nittany Lion Career Network!

### How I got to my current position

While this is my first role post-graduation, my firm considers internships/co-ops to be of great importance in developing students professionally. Definitely take on those roles if you want a great job out of college. Also, make sure you are finding leadership opportunities in your extracurricular activities, as well as keeping up with your schoolwork. GPA is the first thing we consider during recruiting - if you don't meet the threshold, you likely won't get an interview.

### Internships

GfK Custom Research, Market Research Intern, Johnson & Johnson;  
 Aveeno GFO Brand Management Co-op;  
 Advertising Intern, Signature Communications;  
 Marketing and Special Events Intern, Philadelphia Magazine

## College Life

### Additional major and minor

Advertising major, International Studies minor

### Extracurricular activities and leadership roles

Phi Gamma Nu Professional Business Fraternity, The Daily Collegian Business Division—Creative Dept. Penn State Hillel

### Being a Marketing major was...

Great for practicing creativity and gaining group project experience.

### Every Marketing major should...

Look outside those jobs only offered at the Marketing career fair. There are many other, not strictly "marketing" opportunities out there, like consulting, that still utilizes the skills you've learned.

### One thing I wish I knew when I was a Marketing major...

You need way more technical skills out in the real world. Double majoring or minoring in something technology-related like IST would have been extremely beneficial.

### Other advice for current Marketing majors

Don't get in your own way by ignoring the roles that you don't know about. And don't be afraid to gain experience at smaller companies.



**Kesha Mejeritski**  
(’09)

*Merchandise Planner*

**Dick’s Sporting Goods**

Pittsburgh, PA

Retail and Merchandise  
Management

### Professional Life

#### What my job entails

Financial partner of the buyer focused on managing open-to-buy and pre-season plans for accessories business.

#### How I found my first job

Through Smeal Career Corporate Services and PSMA corporate partners

#### How I got to my current position

I completed Merchandise Trainee program after I spent two years in different Assistant Buyer roles and then was promoted directly to planner. First 18 months as planner I focused on strategic/location planning for new Nike shop doors, then I made a lateral move to the current Merchandise Planning position.

#### Internships

Sophomore Year- Logistics Analyst Alleghany Technologies Intern

Junior Year – Allocation & Replenishment Analyst Intern at Dick’s Sporting Goods

### College Life

#### Minor

Supply Chain, Business Law

#### My involvement in PSMA

Director of Sports Marketing Division in junior year and Vice President in senior year





**Stephen Kingsbury**  
( '12)

**Store Manager**

**Kohl's Department Stores**

**Doylestown, PA**

**Retail and Merchandise  
Management**

### Professional Life

#### What my job entails

I am responsible for managing a staff of over 100 associates. I have three assistant managers that report to me and my main responsibilities are to oversee and manage store workload including merchandise presentation and sets, customer service, associate engagement and retention, and sales of all store departments. My favorite part of my job is the people I get to work with. Everyone has such diverse backgrounds and experiences, and it is always fun to figure out how to motivate my team to continue to drive great results. I am also responsible for maintaining a clean and safe work environment for customers to shop in and for employees to work in.

#### My first job out of college

Manager in Training at Kohl's Department Stores

#### How I found my first job

I utilized every tool that Penn State and the Smeal College of Business offered me in order to obtain my first job. I went to the Smeal and Penn State Career Services Center to meet with counselors to discuss my future and personal career aspirations. I also took advantage of resume workshops, and continued to network with professors and company executives that I had been exposed to through classroom visits, as well as Penn State sponsored events and discussions.

#### How I got to my current position

After I graduated from Smeal and the Schreyer Honors College, my first role was with Kohl's Department Stores as a Manager in Training. I began in a store close to my home and trained for 15 weeks to learn every aspect of becoming an Assistant Store Manager. I then was promoted to the role of Assistant Store Manager of the Children's Clothing, Footwear, and Home departments in the Kohl's located in

Lansdale, PA. I worked in that role for approximately a year and a half. I was then promoted to the role of Assistant Store Manager of Human Resources and Operations in Flemington, NJ. I worked in that role for a year and three months, when I was then promoted to the Store Manager of the Kohl's in Doylestown, PA. Throughout my entire career with Kohl's, I have always continued to network with upper level managers and executives and continued to take advantage of every developmental opportunity given to me. I also enjoy coming back to Penn State to recruit new interns and full time executives for Kohl's. I believe that one of the biggest factors of my continued growth within Kohl's has been the focus that I have put on personal growth and development, and my willingness to learn from every person I have come in contact with, whether that be a part time associate, my manager, or a customer.

#### What I look for when recruiting

I look for a candidate that is well spoken and is confident in their own experiences and abilities. I also look for the candidate to ask me questions about my personal experiences and why I like the role I am in or for more information about the position the candidate is applying for. Candidates must show knowledge of the position they are applying for but must also go the extra step to connect their personal experiences and abilities with the job qualifications and articulate how they feel they would be a good fit for the role.

### College Life

#### Minor

Psychology

#### Every Marketing major should...

Take the time to get to know each of their professors on a personal level. I had the opportunity to get to know many different faculty members while at Penn State. Taking the extra time to get to know them during their office hours allowed me to do better academically on my course work as well as build a professional network of faculty members that I could consult and gain advice from during my full time job search.

#### Other advice for current Marketing majors

Be confident in your abilities in experiences. So many students I talk to today feel that there is so much competition in the job market and feel defeated before even starting the process. Also, as a Penn State Alumnus, I understand how the Smeal education experience prepares you to succeed in the professional world. Do your research. Take the time to look for and apply for a job you truly want. It is very easy for an employer to tell if you really want a role or not. Also, practice interviewing, a lot! The more practicing you do, the easier it will be and the more confident you will feel when having to interview when the pressure is on.



**Emily Jaroszewski**  
( '12)

**Senior Allocation Analyst**

**TJX Companies**

**Boston, Massachusetts**

**Retail and Merchandise  
Management**

### Professional Life

#### What my job entails

Analyze sales data and market trends to develop shipping strategies that will build profitable sales.

#### My first job out of college

Directly out of college, I worked for Target as an Executive Team Leader. I was working as an assistant manager in one of Target's retail stores in the Pittsburgh area. My daily responsibilities included managing 20-60 team members, ensuring day to day operations were completed. I also directly supervised 5 team leaders that each oversaw 5-10 team members. Every day was always a new challenge, and I never got bored! It was a team environment and great being able to interact with customers directly.

#### How I found my first job

I took a two credit career planning class, and through this class had a mock interview with Target. After this interview, Target asked if I was interested in the position in reality. I agreed to continue interviewing for the internship and later was hired! After my summer internship I was offered a full time position with Target, and I accepted.

#### How I got to my current position

After 18 months at Target I decided that retail management wasn't the career I wanted. I still loved the retail industry but wanted a career that was more behind the scenes and dealt with planning the company on more of a macro level. I searched on the Alumni Career boards and found an opening at TJX. After reading about the merchandising program, which is built to develop buyers, I became very interested in the position and in a role in planning/buying. Although the job was far away from

home in Pittsburgh, I decided to make the move to Boston and start a new challenge. I'm glad I took the risk!

#### Internships

Executive Team Leader Internship at Target

#### What I look for when recruiting

Positive attitude and confidence in speaking to your resume.

### College Life

#### Minor

Psychology

#### Other Majors I considered

Advertising, Public Relations

#### Extracurricular activities and leadership roles

I was a Smeal Student Mentor and I also participated in several activities and fundraisers at PSMA.

#### How I met my closest friends at Penn State

I met my closest friends at Penn State by taking advantage of new opportunities being open to meeting new people.

#### Memorable or helpful Marketing courses

Advertising

#### Being a Marketing major was...

Challenging but fun through many team exercises and creative projects. It was great having smaller classes with familiar classmates that were faced with the same challenges.

#### Every Marketing major should...

Be open to new people and new ideas. Also, always speak up and don't be afraid to voice your opinion!

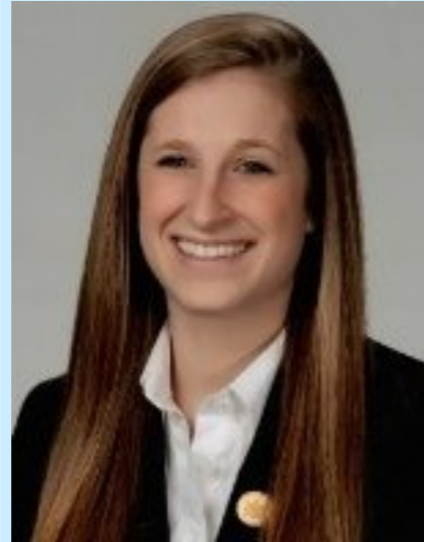
#### One thing I wish I knew when I was a Marketing major...

Networking is very important; not only in creating new relationships, but also in maintaining them.

#### Other advice for current Marketing majors

Don't pigeon hole yourself into one career path- be open to new ideas.





**Caroline Fitzgerald**  
('12)  
**Sales Promotion Marketing**  
**Coordinator**  
**Kohl's Department Stores**  
**Menomonee Falls, WI**  
**Retail and Merchandise**  
**Management**

### Professional Life

#### What my job entails

Creating company-wide marketing plans for key sales events and promotions.

#### My first job out of college

I started my career with Kohl's right out of undergrad in their Manager In Training (MIT) program. This program taught me the ins and outs of running a major department store and prepared me for a store leadership role. Over the next few years, I held two progressive management roles in two Kohl's locations in Pittsburgh. I oversaw businesses that amounted to 12 million dollars in sales annually, while leading 7 direct reports and a team of over 100+ associates. These roles honed my leadership and management skills and gave me a very advanced level of experience very quickly in my career.

#### How I found my first job

I was fortunate enough to connect with Kohl's through Penn State, through networking and attending Kohl's sponsored-events at Smeal. It was because of the Kohl's—Smeal partnership that I was able to inquire about the Kohl's Store Management Internship, and ultimately join the Kohl's team.

#### How I got to my current position

As part of the MIT program at Kohl's, I participated in a project competition where I was tasked with coming up with an idea that would improve any aspect of Kohl's. Knowing that I was ultimately interested in a marketing career, I chose to develop a strategy for improving Kohl's social media efforts through the website Pinterest. I advanced through the ranks of the competition and in doing so had the opportunity to present my ideas for top-level Kohl's executives. A few months later when an opportunity became available in the Kohl's Marketing Department, the

leaders that I met through this competition went above and beyond to support my desired career move to the Corporate Office in Wisconsin. Because I saw the project competition as an opportunity rather than a burden, I was able to build relationships that would ultimately enable my career switch from store management to promotional marketing.

### College Life

#### Additional Major

Women's Studies

#### Extracurricular activities and leadership roles

Merchandise Overall Chairperson, 2011; Penn State Dance Marathon, Lion Ambassadors, Women's Club Basketball, Resident Assistant, Triota, Women's Studies Honor Society

#### Memorable or helpful Marketing courses

MKTG 422 - Advertising and Sales Promotion Management  
MKTG 301H - Principles of Marketing  
MKTG 450W - Marketing Strategy

#### Being an Marketing major was...

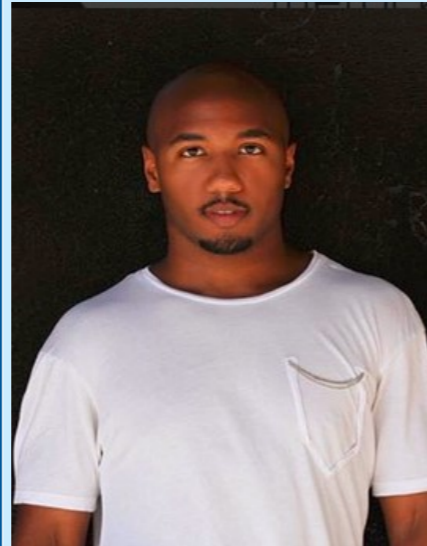
...in retrospect, an accurate representation of what it's like to be a Marketing professional. The 4 years of rigorous Marketing classes I took while at Smeal make the Marketing plans and promotions I work on everyday seem like second nature to me.

#### One thing I wish I knew when I was a Marketing major...

...just how important it is to ground marketing decisions in analytics and customer insights. The reality is that in the beginning of your career, you pretty much know nothing. Or at least, that's how your leaders will see you. When tasked with your first project, make sure you are backing up your recommendations and ideas with facts and figures. Get in the habit of doing this now, and carry it with you throughout your entire career. It is a skill that will always be relevant.

#### Other advice for current Marketing majors

Do some professional "soul-searching" now to determine what kind of marketing you want to do, and what kind of company you want to work for. Are you interested in Event Marketing? Community Outreach? Brand Management? Marketing Analytics? Do you want to work for a publicly traded company? A non-profit? What about big or small? These are questions to ask now so you can narrow down your job and internship search. Ask these questions early, and ask them often, because marketing is different for every person and every company, and is constantly evolving for both. The sooner you figure out what it means to you, the sooner you can start making an impact.



### **Quamayne Rocky Collins ('14)**

**Assistant Buyer**

**American Eagle  
Outfitters**

**New York, NY**

**Retail and Merchandise  
Management**

### **Professional Life**

#### **What my job entails**

Selecting and developing products and styles that we will sell in our stores within the U.S., Canada, and also on the Internet.

#### **How I found my first job**

Career fair and networking

#### **How I got to my current position**

This is my first job out of college. And I got this position because I took a merchandising internship the summer before my senior year.

#### **Internships**

Merchandising at American Eagle Outfitters; Marketing at Owens & Minor; and Communications at Penn State Athletic Communications

### **College Life**

#### **Additional Major**

B.A. Public Relations

#### **Extracurricular activities and leadership Roles**

Kappa Alpha Psi Fraternity and as a Project Manager in PSMA

#### **One thing I wish I knew when I was a Marketing major...**

That it's not good enough to have excellent grades. You need as much hands-on experience as possible through internships, campus orgs, personal passion projects, etc. Don't be afraid to take courses that are totally unrelated to marketing/business. Explore! Become well-rounded with your passions.





**Nakeia Drummond**  
(’04)

*Business Owner*

**Blanc Blouse and NLD  
Strategic**

**Baltimore, MD**

**Consultative Selling**

### Professional Life

#### What my job entails

Day to day project management, strategic planning and implementation, sales, advertising, marketing, business writing

#### My first job out of college

Analyst at Accenture (technology and business consulting) in Philadelphia. I found it through PSU on campus interviews - there was an online system where company profiles were listed and students could research companies and sign up for on campus interviews.

#### How I got to my current position

After Accenture I decided to teach. I entered an alternative cert program similar to a teach for America but for career changers. I taught for 2 years and then began working on the business side of education for the school board in several roles where I was able to combine the business skills I had acquired with pedagogy. After several years in the school district, I decided to leave to begin my own consulting practice which has freed up time for me to work on my blouse line. The blouse line I began because I have always had a love for fashion and business. So, I’m following my passion and using the skills I’ve learned along the way to grow my line. Project management has been the biggest asset to my career thus far.

### College Life

#### Everything Marketing major should...

Have a 10 year plan and understand that it will probably take about that long and maybe additional schooling to land in the place they are envisioning now.





**Bobby McConnell**  
(’11)

**Account Executive**

**Memorable Entertainment  
Television**

**New York City, NY**

**Consultative Selling**

### Professional Life

#### What my job entails

TV Advertising Sales, managing the sales cycle from strategy, prospecting, and creating presentations to presenting to building media plans to executing media buys, delivering post-sales service and growing accounts and agency business.

#### My first job out of college

Account Services Representative, ESPN (The Walt Disney Company), New York City, Sports/TV Ad Sales. My job was to help execute all post sales service and account maintenance for ESPN's advertisers. Responsibilities included booking TV inventory, day to day communication with advertising agencies, and handling all general requests from assigned agencies. Additional benefits included tickets on occasion, entertaining clients (dinner/lunch/events), Disney benefits included Parks Pass +3, discounts at amusement parks, etc.

#### How I got to my current position

I got my current position through networking and hard work. I got my job at ESPN through Eric Johnson, EVP Ad Sales at ESPN. I got in contact with him through PSMA and a Sports Speaker Conference we were hosting in 2009. I was able to network and get a 30 minute meeting with him Sophomore year in NYC where I learned a lot about ESPN and their ad sales initiatives. I continued to stay in touch with him while interning for a sports radio station in Boston and the Philadelphia Eagles (both applied on the website with no connections). After graduation in 2011, I monitored ESPN's job site and when I found an Account Services Rep job, I emailed him and asked if he knew the hiring manager. He put me in touch with the HM and I had an interview within a week and an offer within 2 weeks. At ESPN, I worked hard to build relationships within my division and outside. While setting

up informational sessions to learn more about different divisions, a Senior Director recruited me to MeTV as an Account Executive and I now work for him in NY for MeTV (based in Chicago).

#### Internships

WEEL, an Entercom Station; Philadelphia Eagles

#### What I look for when recruiting

Someone that knows what hard work is, genuinely cares about the business, and has a true desire to learn. Dave Thomas once said: "to start a business you need to know your customer, know your product better than anyone, and have a burning desire to succeed." That is the employee I want.

### College Life

#### Minor

Sociology, International Business

#### Extracurricular activities and leadership roles

PSMA, project lead for Sports speaker conference  
Penn State Ski Team

#### Memorable or helpful Marketing courses

Consumer Behavior, Sports Marketing, Introduction to Sports Industry (a Communications class)

#### Being an Marketing major was...

A great decision. It gave me opportunities to network and meet many students that are now working in the same industry as me.

#### One thing I wish I knew when I was a Marketing major...

More about Media. Media is a key part of marketing and a large portion of jobs. Currently media falls under communications because there is a production and comm aspect, but there is also a big business and marketing aspect, that is more numbers focused, and less creatively focused.

#### Other advice for current Marketing majors

Join PSMA, be active in PSMA, and network with anyone and everyone you can meet. Collect business cards, reach out, send thank you notes, and FOLLOW UP. Make it easy for a contact to be an asset. Send them open jobs, ask them pointed questions that show you have an objective, not just broad questions and asking to send a resume in case a job opens up. Find the job, send the resume, ask for help then.

#### Other advice for current Marketing majors

You create your own luck. Opportunities and big breaks will come out of hard work.



**Patrick Ryan ('12)**  
**Owner**  
**Ryan Media Works**  
 Denver, CO  
 Consultative Selling

**Professional Life**

**What my job entails**

Sales, management, programming, accounting, networking and content creation.

**My first job out of college**

Sales and Marketing for Clipboard+, a Kickstarter project we successfully funded in 2012.

**How I found my first job**

I created my own first job.

**How I got to my current position**

I decided to start my own company, Ryan Media Works in 2012. I have been a part of four different startups in the past six years. The first was Plastic Logic, they created a tablet product running on Windows to compete with Apple. The second was Clipboard+ the Kickstarter company I was a part of with three other Smeal students. We raised about \$10,000 and successfully delivered our product. Clipboard+ is now being sold on Amazon. The third is Ryan Media Works, an S-Corporation with the ability to build any software a startup or small business might need. The fourth is College Gym Tracker, a facility management software for universities to track their attendance. We also happen to be the software that enables the Penn State Strength and Fitness app on iOS and Android.

**Internships**

CATA Sales and Marketing Intern  
 Plastic Logic Sales and Research Intern

**What I look for when recruiting**

A passionate student who takes ownership of their tasks and is hungry for more. A "hustler" mentality.

**College Life**

**Additional Major**

Communication, Arts and Sciences

**Extracurricular activities and leadership roles**

Altira SLDP, 2010; Nintendo Case Competition Leader, 2011; FTCAP Ambassador, 2011; Systema Sales Seminar, 2012

**My involvement in PSMA**

President, 2012

**How I met my closest friends at Penn State**

My closest friends at Penn State were met through doing things that were out of my comfort zone. Put yourself out there and live! Don't just party with the same people every weekend. Explore your boundaries and talk to individuals that seem quirky. Chances are they are incredibly interesting. You are only in college once. Make it count by actively creating stories and memories for yourself! There is no right way to enjoy college, this includes THON. Do what YOU want to do, if it is THON that is great, but there are plenty of other wonderful opportunities to serve the State College community. For

example, during my senior year we created a coalition of students to pick up trash after State Patty's day.

**Being a Marketing major was...**

A fine experience, but I believe that if you can't get into the Smeal marketing major it is not the end of the world. Communications, Arts and Sciences is a wonderful alternative for those that are unable to get into Smeal.

**Every Marketing major should...**

Learn to speak in a public setting and be comfortable with the sound of their own voice. This skill requires a counter skill, listening. If you don't know your audience, how can you speak to them?

**One thing I wish I knew when I was a Marketing major...**

There is no right way to do things. Many professors spend a lot of time thinking, but not doing. Experience is the best teacher. Philosophy is only half of the answer.

**Other advice for current Marketing majors**

Get comfortable with the language of the engineer. Marketers are the exact opposite of engineers, they are the yin to your yang. If you can communicate with a programmer, you can communicate with anyone. Additionally, it never hurts to learn to program yourself. If you know how, you can demand respect from the engineers you are working alongside.



### Ruby Yip ('14)

Advertising Sales Assistant

**Discovery  
Communications**

New York City, NY

Consultative Selling

### Professional Life

#### What my job entails

Establishing strong business relationships and act as a liaison with advertising agency counterparts and internal Discovery departments as well as responding to all client requests and executing all client orders.

#### How I got to my current position

I realized all the jobs at the Marketing career fairs were mainly geared towards field sales. I did not want to be in sales, so I decided to reach out to the Communication department and signed up for their annual Success in the City career fair in NYC. That's where I met a Discovery HR employee and learned about the ad sales position. Although ad sales is technically sales, in the entry level position you are not responsible for any actual selling. You are responsible for communicating with the advertising agency counterparts and making sure everything is inputted into our systems correctly and that their commercials or added value run correctly. This is my first job out of college. As an ad sales assistant, it's your responsibility to assist your AE or Director in whatever they need to execute client orders. Being in the media industry, there are some great perks when going out and meeting with clients. The job can become monotonous after a year or so, but by then, you should be ready to move up to the next position.

### College Life

#### Extracurricular activities and leadership roles

Business Manager of The Daily Collegian, Account Executive at The Daily Collegian, THON 2014 Independence dancer, THON 2012 Moraler, Public Relations chair of Delta Gamma sorority.



### Katherine Evans ('14)

Senior Sales Service  
Representative

**Mondelez International**

Central Pennsylvania

Consultative Selling

### Professional Life

#### My first job out of college

IMG Learfield Ticket Solutions at the Penn State property. I made 80-100 outbound calls per day to past and current Penn State fans. I sold seasonal tickets, group tickets, partial plans and single game tickets to nine varsity sports on campus.

#### How I found my first job

I found my first job through the Sports Marketing course at Penn State. My professor had a sales project with IMG Learfield Ticket Solutions where we sold recent grad season tickets to alumni. I was offered a job after completing the project.

#### Internships

Throughout my college career, I had five internships, which were all in sports: Front Office Intern at the Altoona Curve, Game Day Intern at the Harrisburg Senators, Marketing Intern at Penn State Men's Basketball and Men's Baseball and Brand Activator at Scholastic Sports Marketing.

### College Life

#### Minor

Media Studies

#### Memorable or helpful Marketing courses

Sports Marketing and Global Marketing

#### Every Marketing major should...

Understand that most jobs start in sales, and it's a great way to start out. Don't be afraid of the word "selling."



**Adam Brown ('12)**  
**Associate, Sports Marketing**  
**and Sponsorships**  
**KPMG**  
**Woodcliff Lake, NJ**  
**Sports Marketing**

## Professional Life

### What my job entails

Activating KPMG's golf sponsorships: Phil Mickelson, Stacy Lewis, and the KPMG Women's PGA Championship.

### My first job out of college

Graduate Intern at Madison Square Garden

### How I got to my current position

Internships, internships, and internships! I first got involved with the Penn State Marketing Association where I joined the sports division as a Freshman. I worked on numerous on-campus events, most notably the Foot Locker College Hoops tour - a grassroots basketball event for students. That was the main driver on my resume and it got me a job as an intern with the New York Red Bulls in the summer. During sophomore year, I got involved with the basketball and baseball teams at Penn State athletics. The next three years the basketball team and marketing staff helped me develop and learn on the fly and create real-life marketing programs. The Red Bulls asked me back for a second summer as they moved into a brand-new stadium. My connections at Penn State also allowed me to volunteer at Super Bowl XLVI in Indianapolis where I assisted the NFL Media team. The summer before my senior year I interned at MLB Network after having multiple internship offers within MLB. Finally, during my senior year, I took on an expanded role with the basketball team and led the group student interns. Penn State also got me my first real job after a colleague I worked with in Athletics texted me one day saying they had an opening in their department at Madison Square Garden. Knowing how difficult the industry was, and how strong the Madison Square Garden brand would be on my resume, I took a chance and took ANOTHER internship. I had a great experience there and they asked me to stay on

another year as one of the first two members of their brand new associate program. After almost two years at MSG working on all of their Sports Properties such as the NCAA Basketball tournament, Boxing, Tennis, WWE, College Hockey, etc., I was offered the opportunity to come to KPMG to work on the inaugural KPMG Women's PGA Championship, and assist with the Phil Mickelson and Stacy Lewis golf sponsorships. After an amazing first year, I am looking to expand my role even further with the team.

Even though the sports industry is very small, and a lot of times "it's not what you know, it's who you know," I can still say that the majority of jobs I got to this point was based solely on my resume, and then my interview. Getting different experiences and being able to articulate those well on your resume is huge. Penn State has so many opportunities, but you have to put yourself out there and go get them. Use your network, take advantage of the opportunities at PSU and be willing to work for \$0. You will not get paid much for your internships and you will likely get paid well below market value for your first few jobs. 99% of your friends will get paid more than you. You will work 18 hour days and then be expected to come in to work at 9 a.m. the next morning. You will work 20 events in 23 days (like I did at MSG from Thanksgiving to Christmas!). If you don't take the job, someone else will gladly step in right behind you and seize the opportunity! You have to WANT it...

## College Life

### My involvement in PSMA

I joined the Sports Division my freshman year, having no idea about what I want to do when I graduate. I was lucky to have a great division leader who was highly motivated and allowed me to work on some great events on-campus. Joining PSMA drove me to work in the sports industry and helped me get my first internship.

### Memorable or helpful Marketing courses

All of the sports marketing courses paired with the general business courses!

### Being a Marketing major was...

A great base for my education. Not everyone will make it working in Sports, so it's good to have a general business degree from one of the best business schools in the country.

### Other advice for current Marketing majors

Get involved, and GET INTERNSHIPS. Internships, especially during the school year, will help you immensely when going for highly competitive summer internships.



### Missy Ripepi ('12)

Senior Account Executive

**St. Louis Rams**

St. Louis, MO

Sports Marketing

## Professional Life

### What my job entails

Contacting and connecting with local businesses and individuals to generate revenue through season tickets, partial plans, group programs, and premium products. I am also in charge of recruiting, training, and managing our entry level sales team.

### My first job out of college

Inside Sales Representative with the Pittsburgh Pirates; entry-level seasonal position at first (stayed there around 8 months). At first it was hard to grasp the idea of being an hourly college graduate, but then I realized it was the route I needed to take to become successful in the sports industry.

### How I found my first job

In my sports marketing class, we had a team project where we worked with IMG ticketing to make sales calls for women's basketball. This gave me my first sales experience. I kept in touch with IMG's GM, Brad Sexton, and he gave me some advice on where I should look for sales positions in sports. From there, I attended a Career Fair in Pittsburgh (hosted by the Pirates) that had several representatives from professional sports teams there. I met my soon-to-be manager of the Pirates there and he offered me an interview. Networking and building your personal brand is very important!

### How I got to my current position

Upon entering my final months as an Inside Sales Representative with the Pirates, I had proven myself to be one of their top sellers, but there were no full-time positions available. Not only was at the top of the sales board, but I was also one of the hardest workers (produced the most calls, phone time, and face-to-face meets

or tours). My manager at the time started reaching out to his other colleagues in the sports industry at other teams. They connected me with the St. Louis Rams, who they had met at a sales combine/networking event and the Rams had an open Account Executive position. From there, I got the job with the Rams and held that position for the first year and half working here. In December, I was promoted to Senior Account Executive, where I hold a lot of the same duties, but have the additional responsibility of recruiting, training, and managing our Inside Sales team, or our entry-level sales team.

### What I look for when recruiting

Specifically for sports, I do not like when candidates use the sentence "I'm just trying to get my foot in the door", when they talk about why they want entry level sales jobs. For sales especially, you have to be passionate about what you are selling and hard working because it is very tough starting out. If you already have the mindset that it is only going to be a temporary job, then I am not interested in hiring you or taking a chance on you if you aren't 100% into the job. Also, I look for a lot of sports experience through school. Internships are very important because it shows that you were dedicated to working hard to gain experience while you were still in school.

## College Life

### My involvement in PSMA

I was very involved my freshman and sophomore years. I entered college as an undecided major, and by joining PSMA, I really found a major that I was passionate about. I was really involved in the Sports division, and that helped me find my internship opportunities.

### One thing I wish I knew when I was a Marketing major...

Sales is very important! Sales isn't a "sexy" course to take, but I wish I would have known that it is important to have a sales background for any position in your future. A lot of my Marketing friends currently have sales positions like myself. Even if you don't go directly into sales, it is vital to all businesses and important to understand the basics. I'm glad I took on the ticket sales project in my sports marketing class, so I was introduced to sales.

### Other advice for current Marketing majors

Always keep in touch with professors and other students in your majors. We are all connected (hence why Penn State has the largest Alumni Association). You never know when you'll run into a Penn State alum that will help you out along the way!





**Christina Kehoe ('14)**  
**Coordinator, Sponsorship Strategies**  
**Team Epic**  
 Norwalk, CT  
 Sports Marketing

## Professional Life

### What my job entails

Advising clients on how to best leverage their sponsorships in the sports and entertainment industries.

### My first job out of college

My first job is my current job at Team Epic in Norwalk, CT. I went to Epic for sports, but ended up loving all of the entertainment work I do as well. I was looking to work in sports as an undergrad and thought that teams and leagues were the only way into the sports industry. At an agency, I have acquired (in my opinion) SO much more experience than I had in my prior positions at teams (PSU athletics and at a minor league baseball team), not to mention the perks are nice! This allows me to work with MANY different properties (many leagues, teams, musicians, and other agencies), clients, and industries.

### How I got to my current position

I interned at a minor league baseball team for one summer (after sophomore year) and was heavily involved within PSU athletics. I think my experience helped get my foot in the door and better understand the sports industry. In all honesty, the sports marketing class taught me a TON about the sports industry, and specifically about sponsorships, which helped me be very knowledgeable not only in my interview, but also on the job. A lot of my colleagues came from a Sports Management background and know a lot more than I did about the ins and outs of sponsorships in the sports industry.

### Internships

PSU Athletics (Basketball, Baseball and Football), Fall, 2012—Spring, 2014  
 Marketing Intern at Selective Insurance, Summer, 2013  
 Customer Service Intern at the Hudson Valley Renegades, Summer, 2012



**Allyson Zimmerman ('14)**  
**Account Executive**  
**Octagon**  
 Norwalk, CT  
 Sports Marketing

## Professional Life

### What my job entails

I am part of the Events and Hospitality at Octagon, a global marketing firm specializing in sports. I represent a luxury automotive client through their national charity golf program. My day-to-day involves an extensive travel schedule, local and national client-facing interactions, as well as planning a wide-scale, year-end event.

### My first job out of college

My first job was at Octagon as a limited-term Account Trainee on the account I currently work on. Octagon's headquarters is in Norwalk, CT, but I spent a significant time traveling to various locations across the country for events on my account. As an account trainee you are able to learn from multiple levels of leadership and get an understanding for multiple accounts throughout the firm.

### How I found my first job

I found my first job through personal networking. I think LinkedIn is a very underused asset by aspiring college graduates. I used LinkedIn and reached out to connections I had in order to obtain an internship and my current position.

### How I got to my current position

I started as a limited-term Account Trainee before I was able to hold my current position of Account Executive. Although an AE is also considered an entry-level position, AT's are all recent college grads looking to break into the business and are positions held prior to reaching the AE level.

### Internships

Excel Sports Management, 2013; Ann Liguori Foundation, 2012 & 2013



**Zach Koslap ('03)**

*Law Student*

**Stanford Law School**

**Palo Alto, California**

**Graduate School**

### Professional Life

#### What my job entails

Student

#### My first job out of college

Business and Social Entrepreneurship Volunteer, Peace Corps Georgia.

#### How I found my first job

Penn State does an excellent job in providing career opportunities for its students. At the time, the Peace Corps had a representative on campus, and after discussing opportunities with her, I applied to be a Peace Corps Volunteer.

#### How I got to my current position

After graduating from Penn State, I applied what I learned as a Marketing major in the public service and nonprofit sectors. I was a Peace Corps Volunteer in the Republic of Georgia, as a business and social entrepreneurship volunteer. Unfortunately, due to regional unrest, the program had to evacuate. I transitioned to become an AmeriCorps Volunteer. I volunteered for the New York City Business Solutions Center in Lower Manhattan, and I managed the center's volunteer income tax assistance program. Additionally, I worked with people looking to start a small business. Afterward, I reenrolled in the Peace Corps, and was sent to the Republic of Macedonia, where I was a community development volunteer. I worked with a small-town municipality on community projects, and helped local businesses with marketing and customer service projects. All of these positions made me a well-rounded candidate for law school. Majoring in marketing at Penn State gave me the creativity and perspective to take the business skills I learned and apply them in unique career experiences.

#### Internships

I was on a nine month Co-Op for The Hershey Company in the Category Management Department. I worked Hershey's sales data to create promotional materials for their promotions and marketing departments. Also, I was an intern for U.S. Representative Jason Altmire, where I responded to constituents and worked on drafts for floor speeches.

#### College Life

##### Additional Major

English

##### Extracurricular Activities and Leadership Roles

I was a Senior Account Executive for The Daily Collegian. As an account executive, you get to work with clients on their local advertising needs.

##### My involvement in PSMA

I was the Executive Vice President of the Penn State Marketing Association. PSMA is a great organization on campus which provides valuable experience and networking events with employers. After being a member of the PSMA, I was the Director of Sports and Entertainment Marketing, where we worked with Penn State Football and the Bryce Jordan Center. I then became the Executive Vice President, where we finished in the top five at the national marketing association conference.

#### Memorable or helpful Marketing courses

Consumer behavior was excellent! This class provided such a great foundation in marketing and highlighted the creativity needed in marketing that separates it from other areas of study in business.

#### Being a Marketing Major was...

A great balance of learning business skills and human behavior. All majors in Smeal provide great business education, but as a marketing major I was encouraged to utilize creativity in class projects. This prepared me for diverse and unexpected opportunities as a Peace Corps and AmeriCorps volunteer.

#### Every Marketing major should...

Consider a minor or double major to broaden your skills and vision of what your future might be.

#### One thing I wish I knew when I was a Marketing major...

That it's OK to follow an unconventional career path. A degree in business--and Marketing specifically--prepares you for so many opportunities. Don't be afraid to take chances after college!

#### Other advice for current Marketing majors

Talk to faculty! They are great and can provide wonderful guidance for your education and career.



**Ryann Reynolds-  
McInay ('04)**  
Marketing Ph.D. Candidate  
**Temple University**  
Philadelphia, PA  
Graduate School

## Professional Life

### What my job entails

Conducting shopper marketing and sensory marketing research that focuses on how retail environment sensory stimuli impacts shopping behaviors and teaching.

### My first job out of college

Sales manager trainee, JCPenney; Retail, White Marsh, Maryland

### How I found my first job

Former JCPenney CEO Allen Questrom spoke as part of the Melvin Jacobs Retail Leadership Lecture Series about his turnaround of the company. Meeting Mr. Questrom facilitated my considering employment with the company, and I met with the head of Northeast recruiting at the on campus career fair.

### How I got to my current position

Before pursuing Ph.D., I had a career in management with JCPenny (White Marsh, MD) as a Sales Manager Trainee in the Men's and Home Divisions. I was promoted to the Women's Apparel, Women's Accessories, and Family Footwear Sales Manager (Glen Burnie, MD), and then opened the first off-mall new concept store (Harrisburg, PA) in the Northeast Region. I became a Product Manager with Victoria's Secret (Lancaster, PA) and opened a PINK store in conjunction with a Victoria's Secret store remodel. Afterwards, I made the decision to leave industry for academia and pursue a Ph.D. as my most rewarding retail management experiences included merchandising the retail store environment and mentoring associates. Therefore, my research proposes and tests theoretical models to understand how elements of retail environments impact shopping behaviors.





**Sara Dommer ('05)**

*Assistant Professor of Marketing*

**Georgia Institute of Technology**

Atlanta, GA

Graduate School

### Professional Life

#### What my job entails

Teaching marketing and researching consumer behavior

#### How I got to my current position

After working for two years, I decided to go back to school to get my Ph.D. in Marketing. After five years of school, I graduated and interviewed with a variety of universities before accepting the job with Georgia Tech. My advice to undergrads is don't wait to think about grad school (Masters, Phd, or otherwise). Put it in your plans upon graduation. When I graduated in 2005, I knew I wanted to start a Ph.D. program within five years. I took my GMAT shortly after graduating from Penn State and started researching programs and schools immediately. My experience has always been if you don't plan for it, you will find a million more reasons not to do it.

#### My first job out of college

Account Executive at Jampole Communications in Pittsburgh, PA. Jampole Communications is a full service marketing communications firm. As an account executive, I was responsible for many of the day-to-day contact with clients. I worked on advertising and PR campaigns, conducted marketing research, developed websites, etc. The most exciting project I worked on were the PR campaigns for Ringling Bros. and Barnum & Bailey and Disney on Ice.

#### How I found my first job

Personal networking - a family friend put me in touch with a friend who happened to work at the company. The idea of the meeting was just to talk about marketing, working for an agency, etc. He took my resume with him, gave it to his boss, and a couple of weeks later they called me for an interview.

#### Internships

Management Internship with Kohl's Department Store

### College Life

#### Campus I started at

University Park

#### Additional major

Economics

#### Extracurricular activities and leadership roles

No Refund Theater and The Daily Collegian (ad sales), Penn State Marketing Association

#### How I met my closest friends at Penn State

Through extracurricular activities, for sure

#### Memorable or helpful Marketing courses

Integrated Marketing Communications and Consumer Behavior - my interest in getting a Ph.D. started in the CB class. I was also encouraged by a guests speaker in the IMC class, and solidified after writing my honors thesis.

#### Being a Marketing major was...

...life changing, literally. I had no idea what I wanted to do with my life and now I devote every single day to marketing through teaching and research. And I LOVE my job.

#### Every Marketing major should...

...get as much experience as possible. Do multiple internships, shadow people at companies, get involved. Unlike many of the other disciplines (e.g., a debit will always be a debit in Accounting), marketing is constantly changing and evolving. Experience is one way to learn not only about what is happening now, but also about what is happening next.

#### Anything else about me

I'm an avid reader, TV watcher, and I enjoy the outdoors.

